

## CLAIMS

What is claimed is:

- 5                   1. A method of providing electronic mail notification to a communications device, comprising:
- associating a first electronic mail message with a first phone number such that information about said first electronic mail message is provided when a communications device calls said first phone number;
- 10                   sending said first phone number to said communications device; and
- providing information about said first electronic mail message when said communications device calls said first phone number.
- 15                   2. The method of providing electronic mail notification to a communications device according to claim 1, further comprising:
- disassociating said first phone number from said first electronic mail message once said communications device calls said first phone number.
- 20                   3. The method of providing electronic mail notification to a communications device according to claim 2, further comprising:
- associating said first phone number with a second electronic mail message after said information about said first electronic mail
- 25                   message is provided.

4. The method of providing electronic mail notification to a communications device according to claim 1, further comprising:

obtaining a communications device identifier when said communications device dials said first phone number; and

5 using said communications device identifier to identify said first electronic message.

5. The method of providing electronic mail notification to a communications device according to claim 1, further comprising:

10 associating said communications device with an entity.

6. The method of providing electronic mail notification to a communications device according to claim 5, further comprising:

15 receiving a second electronic mail message intended for said entity;

associating said second electronic mail message with a second phone number such that information about said second electronic mail message is provided when said communications device calls said second phone number;

20 sending said second phone number to said communications device; and

providing information about said second electronic mail message when said communications device calls said second phone number.

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7. The method of providing electronic mail notification to a communications device according to claim 5, further comprising:

associating a second communications device with a second entity;

5 receiving a second electronic mail message intended for said second entity;

associating said second electronic mail message with said first phone number such that said information about said second electronic mail message is provided when said second communications device calls said first phone number;

10 sending said first phone number to said second communications device; and

providing information about said second electronic mail message when said second communications device calls said first phone number.

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8. The method of providing electronic mail notification to a communications device according to claim 7, further comprising:

obtaining a second communications device identifier when said second communications device dials said first phone number; and

20 using said second communications device identifier to identify said second electronic message.

9. A method of providing an event notification, comprising:

25 receiving an electronic notification of an event;

associating said received electronic notification with at least one phone number;

generating a message that contains said associated phone number; and

30 transmitting said message to a communications device.

10. The method of providing an event notification according to claim 9, further comprising:  
responding to a call to said associated phone number to provide access to said event.

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11. A method of providing an event notification, comprising:  
associating at least one claim check with an event;  
associating at least one communication device identifier with said event; and  
10 generating a message for a communications device, said message containing said associated claim check.

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12. The method of providing an event notification according to claim 11, further comprising:  
transmitting said message to said communications device.

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13. The method of providing an event notification according to claim 12, further comprising:  
providing information about said event to said communications device.

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14. The method of providing an event notification according to claim 11, further comprising:  
displaying said message on said communications device.

15. The method of providing an event notification according to claim 11, further comprising:  
displaying said event on said communications device.

16. The method of providing an event notification according to claim 11, further comprising:  
providing one or more options associated with the event.

5 17. The method of providing an event notification according to claim 11, further comprising:  
receiving a user response to said event.

10 18. The method of providing an event notification according to claim 11, further comprising:  
processing a user response to said event.

15 19. A method of providing an event notification, comprising:  
associating a first claim check and a first communication device identifier with a first event; and  
associating said first claim check and a second communications device identifier with a second event.

20 20. The method of providing an event notification according to claim 19, further comprising:  
generating for said first communications device a first message with said first claim check.

25 21. The method of providing an event notification according to claim 20, wherein:  
said first message comprises data about said first event.

22. The method of providing an event notification according to claim 20, further comprising:

generating for said second communications device a second message with said first claim check.

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23. The method of providing an event notification according to claim 22, wherein:

said second message comprises data about said second event.

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24. The method of providing an event notification according to claim 19, wherein:

said first claim check is a phone number.

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25. A method of providing an event notification comprising:  
associating a first claim check and a first communication device identifier with a first event;

generating for a first communications device a first message comprising said first claim check;

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associating a second claim check and said first communications device identifier with a second event; and

generating for said first communications device a second message comprising said second claim check.

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26. The method of providing an event notification according to claim 25, wherein:

said claim check is one of a plurality of phone numbers.

27. The method of providing an event notification according to claim 25, wherein:

said first communications device identifier is said phone number assigned to said first communications device.

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28. A notification system for a communications device comprising:

a plurality of phone numbers; and

10 a messaging module executing on a processor, said messaging module being configured to receive an electronic notification of an event and associate at least one phone number with said event, and being further configured to generate a message for a communications device, said message containing said phone number.

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29. The notification system for a communications device according to claim 28, further comprising:

an application module that is responsive to a call to said phone number to provide access to said event.

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30. The notification system for a communications device according to claim 28, wherein:

said message further comprises a summary of said event.

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31. The notification system for a communications device according to claim 28, wherein:

said communications device is a wireless device.

32. A notification system, comprising:  
a plurality of claim checks; and  
a messaging module that is configured to receive an  
electronic notification of at least one event, to associate at least one of  
5 said claim checks with said event, and to generate a message that  
contains said claim check.

33. The notification system according to claim 32, wherein:  
said claim check is a phone number that when called  
10 provides information about said event.

34. The notification system according to claim 32, wherein:  
said message is transmitted to a communications device.

35. The notification system according to claim 32, wherein:  
a plurality of communication device identifiers are associated  
15 with a plurality of entities.

36. The notification system according to claim 35, wherein:  
said event notification identifies at least one entity.  
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37. The notification system according to claim 36, wherein:  
said messaging module is configured to determine an  
communication device identifier associated with an identified entity, and to  
25 associate said communication device identifier with said event.



38. The notification system according to claim 37, wherein:  
said messaging module obtains said communication device  
identifier when said communications device uses said claim check; and  
wherein said messaging module uses said communication  
5 device identifier to identify said event.

39. A notification system, comprising:  
a plurality of claim checks;  
a plurality of communication device identifiers associated  
10 with a plurality of entities; and  
a messaging module that is configured to receive electronic  
data about an event for an entity, to associate said electronic data about  
said event with at least one of said claim checks and one of said  
communication device identifiers associated with said entity, and to  
15 generate a message that contains said associated claim check.

40. The notification system according to claim 39, wherein:  
said messaging module is configured to provide said entity  
one or more action options which permit said entity to request one or  
20 more actions in response to said event.

41. The notification system according to claim 40, wherein:  
said one or more actions include retrieving electronic data  
about said event.  
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42. The notification system according to claim 40, wherein:  
said one or more actions include requesting a purchase.

43. The notification system according to claim 40, wherein:  
said one or more actions include accessing one or more  
other events in said notification system.

5           44. The notification system according to claim 40, wherein:  
said one or more actions include requesting a transmission  
of a response message.

10           45. The notification system according to claim 39, further  
comprising:  
an event retrieval module.

15           46. The notification system according to claim 45, wherein:  
said event retrieval module reads said event to said user.

            47. The notification system according to claim 45, wherein:  
said event retrieval module displays said event on said  
communications device.

20           48. A notification system, comprising:  
a plurality of claim checks;  
a plurality of communication device identifiers; and  
a messaging module that is configured to receive electronic  
notification of a first event, to associate a first claim check and a first  
25   communication device identifier with said first event, to receive electronic  
notification of a second event, and to associate said first claim check and  
a second communication device identifier with said second event.

49. The notification system according to claim 48, wherein:  
said messaging module is configured to generate a first  
message with said first claim check.

5 50. The notification system according to claim 49, wherein:  
said first message comprises data about said first event.

51. The notification system according to claim 49, wherein:  
said messaging module is configured to generate a second  
10 message with said first claim check.

52. The notification system according to claim 51, wherein:  
said second message comprises data about said second  
event.

15 53. The notification system according to claim 48, wherein:  
said claim check is a phone number.

54. The notification system according to claim 48, wherein:  
said claim check is an event identifier.

20 55. The notification system according to claim 49, wherein:  
said first message is a short message to a wireless device.

25 56. The notification system according to claim 49, wherein:  
said first message is a summary message of said event.

57. The notification system according to claim 48, wherein:  
said communication device identifier is a mobile directory  
30 number.

58. The notification system according to claim 48, wherein:  
said messaging module executes on a computer server.

5 59. The notification system according to claim 48, wherein:  
said messaging module is part of a web site.

60. A notification system, comprising:  
means for storing a plurality of phone numbers;  
10 means for receiving an electronic notification of an event;  
means for associating at least one of said plurality of phone  
numbers with said event;  
means for generating a message that contains said at least  
one of said plurality of phone numbers; and  
15 means for transmitting said message to a communications  
device.

61. The notification system according to claim 60, further  
comprising:  
20 means for responding to a call to said associated phone  
number to provide access to said event.

62. A notification system, comprising:  
means for maintaining a plurality of claim checks;  
means for maintaining a plurality of device check identifiers;  
means for receiving an electronic notification of an event;  
5 means for associating at least one of said claim checks and  
one of said device identifiers with information about said event; and  
means for generating a message that contains said  
associated claim check.

10 63. The notification system according to claim 62, further  
comprising:

means for retrieving said event.

15 64. The notification system according to claim 62, further  
comprising:  
means for offering one or more options associated with said  
event.

20 65. The notification system according to claim 62, further  
comprising:  
means for generating one or more responses to said event.

66. A notification system, comprising:  
means for storing a plurality of claim checks;  
means for storing a plurality of communication device  
identifiers;

5 means for receiving an electronic notification of a first event;  
means for associating a first claim check and a first  
communication device identifier with information about said first event;  
means for generating a message for said first event;  
means for transmitting the message to the communications  
10 device identified by the first communication device identifier;  
means for receiving an electronic notification of a second  
event; and  
means for associating a second claim check and said first  
communication device identifier with information about said second event.

15 67. The notification system according to claim 66, further  
comprising:  
means for receiving a request to access said second event;  
and  
20 means for providing access to said second event.

68. The notification system according to claim 67, wherein:  
means for providing access to said second event in  
response to receiving said second claim check.  
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